



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Annual Convention

UNIVERSITY OF MINNESOTA
MINNEAPOLIS

NOVEMBER 6-7-8, 1952



What Is NAEB?

The National Association of Educational Broadcasters, incorporated as a nonprofit organization, is composed of institutions, groups, and individuals who are engaged in non-commercial, educational broadcasting through their own institutionally-owned stations (AM, FM or TV) or through the facilities of commercial stations.

What Is the Function of NAEB?

Through NAEB, educational radio and television station operators and program production directors pool their experiences, their ideas, their information, and their general know-how for the mutual benefit of all. Through NAEB, individual educational broadcasters over the nation achieve stature and significance as a part of a closely coordinated national organization.

What Is the Membership of NAEB?

As of November 1, 1952, NAEB active membership was 91 and associate membership was 63.

**National Association of Educational Broadcasters
1952 Convention**

PROGRAM

Thursday, November 6

9:00-12:00 Noon

Registration.....Center for Continuation Study, Lounge
Open Meeting, Board of Directors.....Continuation Center Library
(Active and associate members only)

12:00-1:00 p.m.

Luncheon.....Center for Continuation Study, Cafeteria

1:30-3:15 p.m.

General Business Session.....Museum of Natural History, Auditorium
Presiding: SEYMOUR N. SIEGEL, NAEB President; Director, Municipal
Broadcasting System, New York, N. Y.

3:30-4:30 p.m.

Panel: FCC Procedures and Problems

Presiding:

LEONARD A. MARKS (Cohn and Marks), NAEB Attorney, Washington, D.C.

WALTER EMERY, Special Consultant, JCET, Washington, D.C.

SEYMOUR KRIEGER (Krieger and Jorgensen), Associate Counsel, JCET,
Washington, D.C.

EARL MINDERMAN, Special Assistant to the Chairman, FCC, Washington,
D.C.

6:00-7:00 p.m.

Cocktail Party.....Radisson Hotel, Italian Room

7:00-8:30 p.m.

Smorgasbord Banquet.....Radisson Hotel, Gold Room

8:30-10:00 p.m.

Evening Session.....Radisson Hotel, Gold Room

Presiding: SEYMOUR N. SIEGEL, NAEB President; Director, Municipal
Broadcasting System, New York, N. Y.

Introduction of Speaker: MALCOLM M. WILLEY, Vice President, Academic
Administration, University of Minnesota

Address: THE HONORABLE HUBERT H. HUMPHREY, United States Senator
from Minnesota

Friday, November 7

TELEVISION DAY

Theme: Educational Television Progress Report

9:30-11:45 a.m.

Morning Session.....Museum of Natural History, Auditorium

Presiding: FRANK SCHOOLEY, Treasurer, NAEB; Manager WILL, University of Illinois, Urbana, Ill.

Report: "The National View"

RALPH STEETLE, Executive Director, JCET, Washington, D.C.

Institutions with Television Construction Permits

Kansas State College: LISLE LONGSDORF, Extension Editor and Radio Manager, KSC, Manhattan, Kan.

University of Houston: JOHN PAUL GOODWIN, Chairman of Radio and Television, UH, Houston, Tex.

University of Southern California: WILLIAM H. SENER, Director of Telecommunications, USC, Los Angeles, Calif.

Educational Television Projects in the Planning Stage

Minnesota: BURTON PAULU, Secretary, NAEB; Manager KUOM, University of Minnesota, Minneapolis, Minn.

North Carolina: EARL WYNN, Director, University of North Carolina Communication Center, Chapel Hill, N. C.

Oklahoma: JOHN DUNN, Director NAEB Region V; Director WNAD, University of Oklahoma, Norman, Okla.

Wisconsin: H. B. McCARTY, Director, Wisconsin State Radio Council, Madison, Wis.

12:00-1:45 p.m.

Luncheon Meetings.....Center for Continuation Study, Cafeteria

This period is being held open for group meetings to be arranged by the convention guests themselves. Luncheon will be served in the cafeteria from 12:00 to 1:00; meeting rooms accommodating from 12 to 70 persons will be available for the 1:00 to 1:45 period upon request to Convention Headquarters.

2:00-4:00 p.m.

Afternoon Session.....Museum of Natural History, Auditorium

Presiding: HAROLD ENGEL, Station WHA, University of Wisconsin

Reports: Television Production Centers

Minneapolis Public Schools: MADELINE S. LONG, Consultant in Radio Education, Minneapolis Public Schools, Minneapolis, Minn.

Michigan State College: ARMAND HUNTER, Director of Television Development, MSC, East Lansing, Mich.

Philadelphia Public Schools: MARTHA GABLE, Director of Radio and Television, Board of Education, Philadelphia, Pa.

University of Michigan: GARNET GARRISON, Director of Television, University of Michigan, Ann Arbor, Mich.

The Fund for Adult Education and Educational Television

G. H. GRIFFITHS, Director of Mass Media, Fund for Adult Education, Pasadena, Calif.

Appraisal and Comments from the Director of America's Only Educationally Licensed Television Station

RICHARD B. HULL, Director, NAEB Region IV; Director WOI-TV, Iowa State College, Ames, Iowa

5:00-6:00 p.m.

Reception.....Coffman Memorial Union, Campus Club

6:00-7:00 p.m.

Banquet.....Coffman Memorial Union, Campus Club

7:00-8:00 p.m.

Evening Session.....Coffman Memorial Union, Campus Club

Presiding: BURTON PAULU, Secretary, NAEB; Manager KUOM, University of Minnesota, Minneapolis, Minn.

Introduction of Speaker: JAMES LEWIS MORRILL, President, University of Minnesota, Minneapolis, Minn.

Address: THE HONORABLE PAUL A. WALKER, Chairman, Federal Communications Commission, Washington, D.C.

8:30-10:30 p.m.

Minneapolis Symphony Orchestra

Concert.....Northrop Memorial Auditorium

Through the courtesy of the Orchestral Association of Minneapolis, 100 free tickets for this concert are available at the Convention Registration Desk.

8:30-10:30 p.m.

Special Interest Sessions.....Center for Continuation Study
Rooms may be had upon application to Convention Headquarters.

Saturday, November 8

RADIO DAY

Theme: How Can Educational Radio Compete with Television?

9:30-11:45 a.m.

Morning Session.....Coffman Memorial Union, Men's Lounge

Presiding: JOHN DUNN, Director, NAEB Region V; Director WNAD, University of Oklahoma, Norman, Okla.

Topics: "Audience Research as a Guide to Educational Radio Broadcasters"
SYDNEY ROSLOW, Director, *The Pulse, Inc.*, New York, N. Y.

"FM Programming in TV Territory"

PARKER WHEATLEY, Director, Lowell Institute Cooperative Broadcasting Council, Boston, Mass.

"Radio Broadcasting to Schools"

GEORGE JENNINGS, Director of Radio and Television, Board of Education, Chicago, Ill.

"Promotion of Educational Radio Programs"

ROBERT J. COLEMAN, Director WKAR, Michigan State College, East Lansing, Mich.

"Music—Something Radio Can Do Better"

DAVID RANDOLPH, Producer of NAEB Tape Network Series, "Music for the Connoisseur," New York, N. Y.

"Radio Is Here To Stay!"

MORRIS NOVIK, Radio Consultant, New York, N. Y.

12:00-2:00 p.m.

Group Luncheons.....Coffman Memorial Union, Third Floor

Six separate luncheons will be held on the third floor of the Union, in rooms to be announced at the close of the morning session. Each luncheon will feature one of the morning's speakers.

Discussion Chairmen:

Research: DALLAS W. SMYTHE, NAEB Director of Studies; Professor of Economics, University of Illinois, Urbana, Ill.

FM Programming: KATHLEEN LARDIE, Manager WDTR, Board of Education, Detroit, Mich.

Broadcasts to Schools: J. J. STILLINGER, Director WBOE, Board of Education, Cleveland, Ohio

Promotion: WALDO ABBOT, Director, NAEB Region III; Director WUOM, University of Michigan, Ann Arbor, Mich.

Music: LEE EITZEN, Director KWLC, Luther College, Decorah, Iowa

Radio Is Here To Stay: BERNARD BUCK, Program Director, WNYC, New York, N. Y.

2:30-4:00 p.m.

Afternoon Session.....Murphy Hall, Auditorium

Presiding: GRAYDON AUSMUS, Vice President, NAEB; Director WUOA, University of Alabama, University, Ala.

Reports on European Trip:

SEYMOUR N. SIEGEL, NAEB President; Director, Municipal Broadcasting System, New York, N. Y.

GEORGE PROBST, Chairman, Adult Education Committee, NAEB; Director, University of Chicago Round Table

WILLIAM HARLEY, WHA, University of Wisconsin; formerly Program Coordinator, Adult Education Project

4:30-5:30 p.m.

Annual Meeting for Election of Officers.....Murphy Hall, Auditorium

(Members only; voting restricted to active members)

Presiding: SEYMOUR N. SIEGEL, NAEB President; Director, Municipal Broadcasting System, New York, N. Y.

7:00-8:00 p.m.

Final Banquet.....Coffman Memorial Union, Junior Ballroom

8:00-9:30 p.m.

Concluding Session

Presiding: New President

Address: "A Philosophy for Educational Broadcasting"

I. KEITH TYLER, Director, Institute for Education by Radio and Television, Columbus, Ohio

Television and Audio Equipment Displays

We call your attention to a group of Television and Audio Equipment displays presented as a special feature of the 1952 Convention. At the University Film Production Studio, Room 105 in the Armory, representatives of several leading broadcasting equipment manufacturers have set up television cameras, kinescope film projectors, studio and transmission equipment, and educational displays.

The Armory is located directly across 17th Avenue from the Center for Continuation Study.

Delegates also may visit a showing of high fidelity binaural and standard tape recording equipment in Room 237 of the Center for Continuation Study.

Engineers and technicians will be on hand throughout the Convention to demonstrate equipment and answer questions.

Manufacturers represented at these showings are as follows:

Ampex Electric Company—C. B. Miller, Lew Bonn Company, Minneapolis, Minn.

Magnacord Corporation

Allen B. DuMont Company—B. J. Klindworth

General Precision Laboratories—Joe Belcher

Radio Corporation of America—Messrs. Eberhart, Hollweck, and Mason
Standard Broadcast Equipment Company

While You're in Minnesota

The Minneapolis Public Schools will welcome all interested Convention visitors at telecasts of their "Video School," 10:00-10:30 a.m., Station WCCO-TV, in downtown Minneapolis on November 6 and 7. Those interested in viewing the telecasts are requested to be at the WCCO-TV studios, 50 South 9th Street, by 9:45 a.m.

To all those who drive, a cordial invitation is extended by St. Olaf College to stop at Station WCAL, Northfield. Northfield is approximately forty miles south of Minneapolis on U. S. Highway 65, Minnesota State Highway 218, and Minnesota east-west Highway 19. The staff of WCAL will be on hand to welcome you and take you on a tour of the studios and the campus.

For the Ladies

Entertainment for women delegates and wives of convention members is being arranged by the Women's Hospitality Committee. Information on activities is obtainable at Convention Headquarters.

Registration and Meal Costs

Convention registration is \$7.50. Registration is free for wives and husbands of convention members and for students. Single-day registration is \$2.00.

Meal costs are as follows for convention guests paying the full registration fee and for their wives and husbands:

Thursday evening—\$4.00

Saturday noon—\$1.25

Friday evening—\$3.75

Saturday evening—\$2.75

Convention guests registering on a single-day basis will be charged an additional 50 cents for each evening meal.

If You Wish To Arrange a Special Meeting

You will note that the Convention program provides several periods during which guests may talk together informally or set up their own meetings. If you wish a conference room for an informal group session, apply at the Convention Headquarters desk in the lobby of the Center for Continuation Study. Rooms may be reserved for this purpose free of charge.

Hosts and Staff for NAEB 1952 Convention

Host Institution: University of Minnesota

Assisting: St. Olaf College, Northfield (active member)
Minneapolis Public Schools (associate member)

NAEB Convention Committee:

Waldo Abbot, WUOM, University of Michigan
Robert Coleman, WKAR, Michigan State College
Camille Henderson, WBKY, University of Kentucky
Allen Miller, KWSC, Washington State College
Burton Paulu, KUOM, University of Minnesota

Minnesota State Committee:

C. T. Hagman, President and Manager, WDGY, Minneapolis
Kenneth M. Hance, Executive Vice-President and Treasurer, KSTP, St. Paul-Minneapolis
Milford Jensen, Operations Director, WCAL, Northfield
Madeline S. Long, Consultant in Radio-Television, Minneapolis Public Schools
Lorayne Palarine, Supervisor of Radio and Television, St. Paul Public Schools
Mrs. George B. Palmer, Coordinator of Listener Activities, Minnesota Radio Council, Minneapolis
F. Van Konynenburg, Executive Vice-President, WCCO, Minneapolis

University of Minnesota Committee:

Helge E. Hansen, Director, Audio-Visual Education Service
Raymond Nixon, Professor of Journalism
Harold B. Swanson, Associate Professor, Agriculture and Editor of Publications
Tracy F. Tyler, Associate Professor, General Education
Erwin C. Welke, Head, Audio-Visual Extension Service
E. William Ziebarth, Professor and Chairman, Speech and Theater Arts

Director of Engineering Exhibits:

Berten A. Holmberg, Chief Engineer, KUOM, University of Minnesota

Women's Hospitality Committee:

Miss Audrey June Booth	Mrs. Burton Paulu
Miss Betty Thomas Girling	Miss Mary Lou Reed
Mrs. J. Ward Greenwood	Mrs. Saul N. Wernick
Mrs. E. W. Ziebarth	

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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and Wisconsin Historical Society.

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